



---

# **SPECIAL OFFER**

for

# **ILLINOIS OPTOMETRIC ASSOCIATION MEMBERS**

---



8855 Research Drive, Irvine, CA 92618  
Toll Free: 1 800 662-8448  
[www.nationalmerchant.com](http://www.nationalmerchant.com)

*It is a limited time offer*

# NATIONAL MERCHANT CENTER

is offering exclusive payment  
packages to **Illinois  
Optometric  
Association** members

## *Our Goals are:*



- Increase revenues
- Improve productivity
- Reduce office costs
- Attract new clients



NATIONAL MERCHANT CENTER

*The Only Center For All Your Merchant Needs*

# Two Special Offers

---

## ***Business Package***

- Free Gift & Loyalty Card Program (\$750 Value)
- No Set Up Costs
- Preferred Association Credit card payment processing rates with rates starting at 1.39%
- Wholesale pricing on equipment

Total Package for \$10.00 per month

## ***Premium Package***

- Business Package Benefits included
- FREE Virtual Terminal (\$240 Value)
- EFT Processing at Special Association Rates (\$240 Value)
- FREE Card Processing Terminal (\$399 Value)

Total Package for \$25.00 per month

*\*These packages are available for limited time*



**NATIONAL MERCHANT CENTER**

*The Only Center For All Your Merchant Needs*

# Why Gift / Loyalty Cards?

---

- Increase Revenues
  - 55% of patients spend more than card value
  - Doctor receives payment prior to service rendered
  - Attracts new patients to the office
- Great marketing tool
  - Personalized with your office information and company logo
  - Great tool to market new products and services
  - Used all year round
- Breakage – 10% - 15% of value is not used
- As a member of the association receive **FREE** gift cards. Pay only a transaction fee when the card is used



# Where is the card used?

The card program is very versatile

It can be used as a promotion for a discount on your next appointment

Provide an incentive for existing customers to return to the office faster

Great present during the holidays or special occasions



NATIONAL MERCHANT CENTER

The Only Center For All Your Merchant Needs



# Virtual Terminal

*No Hardware Required!*

- FREE ACCESS to this Web based billing solution
  - You can access in your office or at home
- Immediately processes credit and debit cards, gift cards and EFT transactions in an integrated solution
- Association members have access to a recurring billing module... great for placing clients on a payment or collection plan. Can be used to sell packages to clients

ACH  
Automated Clearing House Console

- Post Sale
- Post Credit
- Return List
- Transaction Detail
- ACH Statement
- ACH Journal
- Transaction Summary
- Schedule Recurring Sale
- Edit Recurring Sale

provided by National Merchant Center

Sign Off This Account

Account Properties

Powered by  
NATIONAL MERCHANT CENTER  
www.nationalmerchant.com

This service will allow you to schedule recurring (repeated) ACH payments automatically in a timely manner specified by you. ACH Account orders can only be accepted for United States banks. Orders drawn on accounts with non-US banks will be rejected. Colored fields with symbol \* denotes required fields.

Account Information

Account Type: [Checking Account]

Bank Routing #: [ ] Where to find routing?

Account #: [ ] \* Your client or customer's bank routing number.

Name on Account: [ ] \* Your client or customer's Bank Account Number without space or hyphen

\* Your client or customer's name on account

Order Information

Description: [ACH] \* Purpose of transactions

Amount: \$ [ ] \* Enter payment amount including cents. example: 19.45 or 20.00

Reference #: [ ] \* User's unique Ref. ID (Invoice #, Order # or Acct. #)

Schedule Information

Select Occurrence: [Daily] \*

Set Option: [Every 1] day(s) \*

Start Date: [1/19/2008] \* Please enter start date with format (MM/DD/YYYY)

Duration: [ ] \* Please select end date or enter date with format (MM/DD/YYYY)

☐ End Date

☒ Post Payment

☒ Schedule Recurring Payment

ON PICTURE: ACH Console inside NMC Virtual Terminal



NATIONAL MERCHANT CENTER

The Only Center For All Your Merchant Needs



# EFT PROCESSING

---

- Monthly Gateway Fee Waived
- Accept payments via phone or Internet by debiting your customer's bank account
- An additional method to collect payments
- Enable automated recurring billing from customer's bank account
- Lower your credit card processing bills by over 75%
- Improve collections and reduce trips to the bank as this solution will deposit the funds for you
- Save time invoicing and collect payments faster



*The Only Center For All Your Merchant Needs*

NATIONAL MERCHANT CENTER



# MERCHANT FINANCING

---

Obtain working capital in less than 7 business days

***Source of capital for:***

1. Expansion
2. Working capital
3. Pay taxes
4. Emergency funding

***Easy to Qualify***

- Regardless of your credit history
- No personal guarantees, collateral or liens
- Limited paperwork
- Fast turnaround



*The Only Center For All Your Merchant Needs*

NATIONAL MERCHANT CENTER